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ABSTRACT

The sharing of new ideas for improving library services, a concern of every creative librarian, is the goal of this compilation of 156 novel and nontraditional approaches. The ideas are arranged alphabetically by key thought with a contents listing at the front of the handbook. Some are suitable for public libraries, some for school libraries, some for special libraries, and some for all types of libraries; their value depends upon the particular needs of the individual library and the patron being served. Most have been tried in a library somewhere and many remain in effect. Although complete details are not given, sufficient information is available to trigger action. A descriptive listing of 12 basic characteristics of the creative librarian is furnished in the introduction. (Author/RAA)

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A HANDBOOK OF LIBRARY IDEAS

(150 Innovative Practices for the creative librarian)

PLUS: "Basic Characteristics of the Creative Librarian"

by

Dale E. Shaffer

1977

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

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ABOUT THIS BOOK

The sharing of new ideas for improving library services is a concern of every creative librarian. The author, in his work as a library consultant, has observed many different methods of librarianship. This book is an attempt to record some of the more novel and non-traditional approaches.

Most of the ideas have been tried in a library someplace and many remain in effect. Few, if any, are original with the author. The fact that they are being described in this book does not mean they are being recommended for all types and sizes of libraries. The ideas are simply "food for thought" for progressive librarians. Complete details for putting the ideas into effect are not given; only sufficient information to trigger action.

Creative librarians, fundamentally, are givers. Their minds act as channels through which ideas pass along to others - not as static storehouses. They do not merely read what others have thought and done. They have thoughts and ideas of their own and carry them into action. They live creatively and productively. Hopefully, the ideas presented herein will encourage the reader to try new methods for making the library more valuable to patrons and the community. A descriptive listing of the "Basic Characteristics of the Creative Librarian" is given in the introductory pages.

The 156 ideas are arranged alphabetically by key thought, with a "Contents" listing at the front of the book. Some of the ideas are suitable for public libraries; some for school libraries; some for special libraries; and some for all types of libraries. Their value depends upon the particular needs of the individual library and patron being served.

Anyone interested in further information about the subject of creative librarianship can send to the author for the booklet "Creativity for Librarians: A Management Guide to Encourage Creative Thinking" (39p., 1973, $3.00 paperback).

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BUILDING FOR BETTER EDUCATION

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BASIC CHARACTERISTICS OF THE CREATIVE LIBRARIAN

Creativity: Combining disconnected, apparently unrelated elements - of things or ideas or both - in a unique way to provide something useful.

1. QUESTIONING ATTITUDE -
   Being curious, he searches, analyzes, evaluates, synthesizes, and searches again. He is fired with the spirit of inquiry.

2. IMAGINATION -
   His thoughts go beyond the obvious boundaries of a problem. He uses his sub-conscious mind when brainstorming.

3. ORIGINALITY -
   He offers a large number of uncommon approaches and solutions to problem situations. He sincerely believes something new and better can emerge from the process of rearranging ideas, experiences, and concepts in a creative way.

4. SENSITIVITY -
   He exhibits an unusual degree of sensitivity to problems, needs, attitudes of others, and experiences of life. He has a heightened awareness of anything that is different, unusual, or promising. He is "open to experience".

5. ABILITY TO SYNTHESIZE -
   He can combine several unrelated elements together in a creative way to form a new whole. He gives new meaning to the elements. He rearranges ideas, concepts, people, and things.

6. FLUENCY -
   He starts with an idea and lets the creative process develop step-by-step. He has no preconceived, detailed plan. He lets the ideas flow completely uninhibited, reserving judgment for later.

7. FLEXIBILITY -
   He adjusts quickly to new developments and changed situations. He is not distressed by unforeseen developments. His ideas cover a wide range of human experience.

8. ABILITY TO ABSTRACT -
He is skillful at analysis. Rather than keep looking at the whole problem as one big mass, he breaks it down into bite-size chunks.

9. CHALLENGED BY DISORDER -
He thrives on chaos and disorganization, considering it a problem to be solved. Unique problems he has never experienced are of particular interest to him.

10. INDEPENDENT -
He insists on freedom from restrictions caused by dependency on others. He has an independent judgment.

11. PERSISTENCE -
He follows through with his ideas and observes the implications of their application. He has a strong desire to improve matters.

12. COURAGE TO GAMBLE -
He is willing to take a risk under the consequences of failure and loss. He has both courage and energy to carry through his new idea to a tangible result.

The best ideas are the ideas that help people.

IDEAS YOU CAN USE

ACQUISITIONS LIST FOR BUSINESSMEN (1)

A bi-monthly newsletter is one way of keeping local businessmen informed of new business resources added to the library's collection. This special service is free and a way of showing businessmen that the library is knowledgeable about their operations and problems, and has specific information available to assist them. The Business and Technical Division of one public library distributes over 2,000 copies of its newsletter.

ANIMAL LENDING (2)

Libraries now loan small, caged animals free of charge for one or two weeks. Included are hamsters, rodents, pigs, snakes, and sometimes pregnant animals. A taped instruction cassette is loaned with each animal. Because of the borrowers being two and three-year-old toddlers, consent of an adult is required. The program teaches children about kindness and leads them to books about animals.

ANNUAL PET SHOWS (3)

During the summer, many libraries hold animal pet shows in their parking lots. The animals include dogs, cats, rabbits, frogs, tadpoles, turtles, ducks, snakes, lizards, and practically any other type pet. Many prizes are given and for almost every possible reason - the biggest, smallest, largest ears, longest tail, loudest bark, etc. Results show that children interested in showing pets are also interested in reading more about how to take care of their pets.

ANTIQUE BOOKLIST (4)

Antique collectors are constantly seeking information about their hobby. A booklist on the library's holdings relating to antiques and collectibles has wide appeal. It is another way of merchandising the collection.

ART AND MUSIC PRE-SCHOOL WORKSHOP (5)

Among the many library activities for children, the art and music workshop is somewhat novel. Its purpose is to introduce pre-schoolers to music, art, and cultural heritage. The hour-long classes are held weekly and involve perhaps a dozen children. Music and art are combined through the use of slides, prints, musical instruments, dancing, and coloring projects. The children are given instruction, physical activity, and entertainment.

ART LOANS (6)

Sculpture reproductions, coins, dolls, and other museum pieces are loaned by some libraries for a month at a time. Examples are Henry Moore's "Mother and Child", the head of Nefertiti, and an African mask. Some libraries loan (and sell) the original works of local painters. The library usually collects a 10% commission on those items sold.

BABY WELCOME CARD (7)

A public library may want to welcome the baby on his first visit by giving his parents a special card. When the baby reaches a certain birthday, he returns and is given a free picture book. Often, an infant is brought to the library with the entire family and the welcome card is a way of starting early to encourage continued family interest in library visits.

BANKS AND LIBRARY BOOKS (8)

Many banks offer premiums to patrons opening new savings accounts. But when the premium is money for library books, the idea is new. The banks of one system donate $4 for library books whenever a new savings account of $100 or more is opened. The depositor designates what library is to receive the donation, and his name is noted on a bookplate within each new book.

BATHROOM SCALES (9)

Years ago many banks provided scales on which customers could weigh themselves free of charge. There were other places of business where you could learn your weight by dropping a penny in the slot. Inside the entrance of one college library visited by the author was a set of bathroom scales. From the looks of the scales, it was apparent they were being used extensively and were very popular with students. Weight control is of concern to many people and this is a convenient way for students to keep track of it. Cost to the library is nil.

BILINGUAL CHILDREN'S BOOKS (10)

In one community, Korean-born parents of preschool children are working on a library project to translate children's books into their own language. Korean words are written in the spaces between the English sentences. Children benefit by learning to read their native language and English simultaneously. The translations enhance the usefulness of the books. Parents volunteering this service are striving to build a collection of such books to benefit all children. The task usually involves one person translating and one person writing. Bilingual books in other foreign languages can be done in the same manner.

BIRTHDAY PARTIES (11)

As a way of encouraging parents to obtain library cards for their children (age 5 or 6), the birthday party is an idea worth considering. The party is scheduled by the children's librarian and is a way of using stories, games, and movies to celebrate the child's birthday. A dozen children may participate and certificates are issued to mark the occasion.

BOOK CATALOG (12)

Although not a new idea, the book catalog has certain advantages. Copies can be duplicated quickly and shared with other libraries. Its physical size is more convenient to handle and is smaller than the card catalog. Ordinarily, a new volume of the book catalog is published every three months.

BOOK DETECTIVE (13)

In an effort to solve its overdue book problem, a large public library in Texas has hired a book detective. His function is to make house calls and track down missing books and library materials. Last year he recovered $26,130 worth of "hot" books. One patron had materials worth over $600, much of which was four months overdue. Salary for the detective is small compared to the value of materials he brings in.

BOOK RECEIPTS (14)

A receipt makes it possible for the patron to have proof positive that a book has been returned to the library. The receipt is part of the transaction card that is photocharged with a book when the book is checked out of the library. When the book is returned, half of the transaction card is given to the borrower.

BOOKS-BY-PHONE (15)

This program may cover a three-county area. Mobile phones are provided in bookmobiles. Librarians throughout the county can call to the main library. When a patron needs pages from a reference book, the bookmobile librarian telephones the request to the main library. He then places his mobile phone handset in his telecopier and feeds the photocopy into the machine. In a few minutes, a readable copy of the printed material is received at the bookmobile.

BOOKS FOR CROOKS (16)

This was the name given to a workshop held to improve prison reading. The objective was to seek out seemingly unlikely users of books. Bookracks were even set up in several taverns.

BOOKS WITH MEALS-ON-WHEELS (17)

A few libraries are using the Meals-on-Wheels program to deliver books. Persons on the program are visited by library staff members and given the opportunity of calling the library for materials they want delivered. The books are taken to kitchen volunteers who deliver them with the meals. Materials are returned in the same manner.

BROADCAST CONTEST (18)

This idea is for young people. It is a contest for the best original broadcast. A prize of $500 is given and the judges are professional broadcasters, educators, and critics. The purpose is to promote interest in AV media, speech, and in broadcasting.

CASSETTE LIBRARY TOUR (19)

Familiarizing students with an academic library is a repetitive task for all school and college librarians. One way of giving each student an individual tour is to use a 30-minute cassette tape, along with a map and perhaps slides. By following the map and taped instructions, the student can explore every department of the library.

CHILDREN VOTE FOR FAVORITE BOOK (20)

At election time, why not allow children to use special voting machines to vote for their favorite books? One library made a contest out of it, allowing children to vote for one to fifteen books. It gave children the feeling of participating during the adult election, and also informed the library staff of which children's books were most popular.

CHILDREN'S BOOK CHARACTER PARTY (21)

Acting out the parts of favorite book characters is fun for children. The library party gives children the opportunity to dress up in costumes and guess one another's identities. They play games and are given prizes for the most imaginative costumes. Characters may include such persons as Raggedy Ann, Miss Muffet, Dolly Madison, and Johnny Appleseed. Promotion of the event can be done through schools, newspapers, and the local radio station.

CHILDRENS' BOOKS - PUBLISHING (22)

During Book Week, a number of libraries hold demonstration talks for youngsters on producing, illustrating and publishing childrens' books. Authors of juvenile books are often called upon to give the talks.

CIRCULATING CALCULATORS (23)

The lending of electronic calculators is becoming a rather common practice in libraries. Loan period is usually three days, with the overdue fine being $1.00. The calculators are pocket-sized, rechargeable, and have directions printed on the machines. Use is particularly heavy around income tax time.

COLLEGE CREDIT COURSES (24)

One state university offers courses for credit at a community library. The idea is one of making the library a campus. College courses leading to a master of arts degree in liberal studies are offered on different evenings. Anyone with a B.A. degree and a "B" average during the last two years is eligible. The service is aimed at working adults. Many libraries offer a variety of non-credit courses as well as their own courses in crafts, cooking, sewing, etc.

COMBINING LIBRARY BUDGETS (25)

Better price discounts are often available to libraries with large book budgets. In order to maximize discounts, some libraries have combined their budgets. There may be several small libraries (public, school, college) in a community and their combined budgets represent added purchasing power. An arrangement may be set up for one library to order, invoice, and receive the books.

COMIC BOOK EXCHANGE (26)

Comic books appeal to many children and young adults. The library collection may be nothing more than a box containing 25 or more donated copies. Youngsters exchange two for one, or they read them while waiting after school for their parents. Usually, no attempt is made to circulate comics because the cost is little or none at all, and the average life of a comic is only six months. Some libraries display them and use the Comics Code of the Comic Magazine Association of America as a selection guide.

COMMUNITY ANTHOLOGY OF UNPUBLISHED WRITINGS (27)

An anthology of the unpublished works of writers in a community can provide communication from a cross section of the entire ethnic gamut. One library solicited contributions and published the best writings. Included were poems, novels, plays, short stories, songs, jokes, mottoes, and articles on contemporary issues. The purpose was to encourage writing, to recognize talent in the community, and to obtain representative writings from the Blacks, Irish, Italians, Puerto Ricans, Jews, and Filipinos.

COMPRESSED-SPEECH TAPES (28)

Compressed-speech machines are available that allow a person to listen to tapes in the same manner that he reads. One hears taped material speeded up, yet in a voice that sounds normal. Some machines can speed up speech (by compression) and slow it down (by expansion). The tapes are a time-saver for blind students, the handicapped, and for students who missed lectures. Such tapes can be a valuable library resource. One company providing such equipment is the Lexicon Co. (60 Turner St., Waltham, Mass. 02154).

COMPUTER SEARCH LISTINGS (29)

Key words covering a particular subject are transferred to punch cards and fed into a computer. In seconds, the computer provides hundreds of solid reference sources. The three by five cards are either mailed to the student or picked up at the library. The bibliography can be limited to all pertinent material published within the past five years. If necessary, the bibliographies can be in Braille. One large university offers a computer search that provides an extensive and original bibliography covering any particular topic. The cost varies from $8 to $25.

COMPUTERIZED BOOK CIRCULATION (30)

One large university library has a computer memory bank, linked to 50 terminals in the main library and 23 department libraries. Ten of the terminals are the IBM 2260 display consoles in the main library; the rest are IBM 2740 terminals which look like oversized typewriters. A student in a dormitory can call a library computer operator who tells him whether or not the books are available. The operator does this by punching the first four letters of the title and the first four letters of the author's name into an IBM 2740 terminal. The exact disposition of all copies of the book in all campus libraries instantly flashes onto the screen of an IBM 2260 display terminal. If the book is available, it is charged to the student and held for him. In addition to finding and charging books, the computer can renew books, assess overdue fines, and put "saves" on books requested by more than one person.

COOKBOOKS (31)

The publishing of a cookbook by library staff members is another way of raising funds for worthwhile purposes. Often it is the project of a club or an association. Recipes are contributed, edited, and a book is published. Price is usually three or four dollars.

COOPERATIVE SHARING OF RESOURCES (32)

Cooperative efforts among neighboring and regional libraries reduces multiplication of expensive holdings. Little-used materials are placed in storage centers, thus increasing the total capacity of each library. By feeding the card catalogs of several libraries into a centralized computer, bibliographic information is available long distance to anyone having a console. A search that might normally take an hour is reduced to a minute.

CORRIDOR ELEMENTARY LIBRARIES (33)

Elementary schools lacking in space and funds are utilizing corridor space for libraries. The entire school becomes a library. Halls are lined with books and brightly-colored displays. Children are in the presence of books every time they walk down the hall. There is an actual merging of the classroom and library which puts motivation into the educational process. Children acquire the informal feeling that books are a rightful part of their everyday lives.

COUNTY HISTORY CALENDAR (34)

A calendar featuring historic buildings in the county is a worthwhile library project. Buildings reflect the history of an area. The calendar becomes a permanent and unique contribution to the library collection. Local groups will often help finance the project.

COUPON-SWAPPING (35)

Many libraries offer facilities for swapping discount coupons on foods and other products. It is a very practical way of getting non-users of the library into the building. A box is usually placed at the entrance where patrons can deposit and exchange coupons.

CROSSWORD PUZZLE CONTEST (36)

Crossword puzzles have many interested participants. Recognizing this interest, a librarian may wish to capitalize on the idea by holding a crossword puzzle contest. A puzzle is created, cards and posters are printed, rules are formulated, a time is set, and the contest is promoted by newspapers and radio. The event itself is a fun-time for the community, with participants bringing friends and family. Prizes are given and the winner is publicized.

CURRENT EVENTS ROOM (37)

In one library a United Press International newsprinter clatters away 12 hours a day. The room is an exciting and informative place to visit. All types of printed and non-print materials covering current events are emphasized.

DIAL-A-STORY (38)

Three telephone lines are reserved to handle 60 calls an hour. Children call to listen to three-minute recorded stories and poems. Some of the calls, which are changed weekly, come in at 3 a.m. This service, however, can become very popular with children and may be more than the telephone company and library can handle. There is also the problem of children misdialing the number. This idea can, of course, be expanded to include Dial-Santa, Dial-Hanukkah, advice on house plants, stock market reports, sports results, traffic conditions, state lottery results, bird-watching information, and horoscopes.

DIAL-ACCESS CARRELS (39)

Many academic libraries provide study carrels mechanized with dial-access systems in which students dial a number or push a button to order programs of their choice, transmitted to them via built-in TV receivers or audio outlets. In one library, students can select from 137 taped programs. Selected carrels are equipped with TV screens and tie-ins to teaching machines, film, radio, and television.

DRIVE-IN PICK-UP (40)

This innovation comes from banks. It is simply another method of making library resources more convenient for the patron.

DUPLICATION OF CARD CATALOG (41)

Duplicating a complete card catalog has been made easier by a special camera developed by Mega Systems Design. The camera features high resolution images, speed of about 100 cards per minute, reliable feeding of cards of varying thickness and physical condition, and high density recording on 16mm film. A library can now protect its catalogs against disaster and provide inexpensive copies to others.

EASTER EGG ART (42)

Every year there is an Easter Egg decorating contest for children at one local library. It includes a demonstration of the art of decorating eggs, selection of winners, and a display of the best decorated eggs. Ukrainians are especially interested in applying traditional symbols to the eggs, which they call "pysanky".

ELECTION INFORMATION FOR THE BLIND (43)

Cassettes are used by one library system to help blind people decide what candidates to vote for, and to acquire information about candidates and ballot issues. Volunteers record selected League of Women Voters' publications which summarize the county, state, and national election issues.

EMBARRASSING QUESTION BOOK (44)

This idea is being practiced in a small college library. Students too embarrassed to ask certain questions about campus life are free to write them in a notebook at the Circulation Desk. The answers are given in a column next to the question. Sometimes other students answer the questions. In practice, the notebook becomes an interesting tool of communication.

ENGRAVERS PROJECT (45)

Engraving equipment is loaned by one library to help patrons identify their valuables. Identification numbers are registered by law enforcement agencies, and special decals are provided for posting in windows. Raising funds for the engraving equipment can be a worthy library project for local clubs and groups.

EQUIPMENT LOANS (46)

The practice of loaning equipment such as tape recorders, cassette players, film and filmstrip projectors, slide projectors, and overhead projectors is not new. However, some libraries have expanded this service to include such equipment as portable sewing machines, typewriters, auto ramps, hedge clippers, jack stands, strobe lights, saws, meter boxes, appliance trucks, and other useful tools. The extent of such a service is limited only by the imagination of the librarian.

FACSIMILE TRANSMISSION (47)

The facsimile transmission machine transmits documents, photographs, illustrations - just about anything on a piece of paper - via an ordinary phone between two points. There is no installation; the machine is comparatively light-weight and easy to move around. Rental charge for the Exxon unit is $29 per month. An additional $10 per month provides a converter which permits the user to plug into all other facsimile systems either to send or receive material. Libraries throughout a region or state form a network and are tied together by a transmission system that includes mail, radio, telephone, teletype, and instant transmission by television with print-out facilities at the receiving end.

FAMILY HISTORIES (48)

As a result of the TV program "Roots", many people have become interested in the tracing of their family histories. The genealogy department of one large public library gathers local family histories for its permanent collection. Patrons are asked to contribute photos, maps, narratives, and other documents to their family histories. In return, they receive a free copy of the material, along with a special bookplate and permanent catalog number. It is a way of encouraging residents to preserve their family roots.

FLEXIBLE WORK WEEK (49)

Large university libraries are experimenting with a flexible work schedule program. Employees can work ten-hour days and reduce the work week to four days. Advantages to the employees include more time for further educational study, more suitable hours for family responsibilities, reduced transportation, and more pleasant life styles. Advantages to the library include higher morale and less turnover of high quality personnel.

FLOWER PLANT EXCHANGE (50)

This novel idea is simply a way of giving "green-thumbers" in the community an opportunity to share their beautiful creations. One day is set aside for plants to be brought in [illegible] exchanged. Not only are patrons proud to show off the results of their efforts, but they enjoy sharing information and discussing plant care. The library, with its many gardening books, is an ideal spot for bringing garden hobbiests together.

FLOWER SLIDE LIBRARY (51)

One way of coping with the many questions relating to flower identification is to have color slides set up in carousels. One library has 300 slides prepared from photographs taken by a local botanist. The slides help patrons identify flowers and plants. After identification, they can turn to a notebook giving the popular name, scientific name, family, size, and locality of each flower. A five-by-eight-inch card is prepared to accompany each slide.

FRAMED ART REPRODUCTIONS (52)

This collection usually represents the various periods - Classical, Renaissance, Impressionist, Modern, Contemporary, Near and Far East. An art print catalog shows colored photos of each piece, along with the artist's birth and death dates, title of print, and location of the original printing. Loan period is usually six weeks.

FREE MAGAZINES (53)

There are many free magazines available to libraries. Examples include THE FREEMAN, FORD TIMES, EXXON USA, ARAMCO WORLD MAGAZINE, AMERICAN SCHOOL AND UNIVERSITY, AMERICAN FEDERATIONIST, TEXACO STAR, CONSERVATION NEWS, and many others. Some are worthwhile for libraries, some are not. Few are indexed. Ordering information can be found in C. Edward Wall's article entitled "A New Look at Free Magazines" (American Libraries, Feb. 1977, pp. 85-89), and in the INDEX TO FREE PERIODICALS (Pierian Press).

FREE-MATERIAL TABLE (54)

The librarian at one small college seldom throws anything away. Rather, he puts it on a "Free Table" at the entrance. Duplicate magazines, worn out books, unwanted resources, and weeded items are given away rather than thrown away. He finds that every printed resource is of interest to someone, and the students appreciate the material.

FREE PAPERBACKS (55)

This library service is nothing more than racks of paperback books in various local markets. The patron simply takes what he wants and returns them when finished. There is no signing out or control. The books usually are donated copies and expendable.

FREE SENIOR CITIZEN COURSES (56)

Free college courses are being held for senior citizens in various public libraries. In cooperation with the state university, libraries offer credit and noncredit courses in such areas as office procedures, medical terminology, folk music, sewing, quilting, salesmanship, and dancing. In many cases, teachers donate their time. The libraries provide facilities and take care of registration and publicity.

GREAT LIBRARIES TOUR (57)

One university library school offers a two-credit summer course which involves a 13-day trip to major libraries and museums throughout the U.S. Visits are made to the New York Public Library, U.N. Library, Metropolitan Museum of Art, Library of Congress, National Archives, White House Library, the Folger Shakespeare Library, and various other sites. The trip exposes students to a wide variety of libraries and operations. It would be a valuable experience for every librarian.

GUITAR "JAMS" (58)

Teenagers are provided with a specially-decorated young-adult room for jam sessions. The teenagers paint it, decorate it, and are responsible for maintaining it. The "jams" are held at scheduled times.

HAMBURGERS FOR OVERDUES (59)

Rather than spend money on mailing overdue notices to patrons, one library is offering free hamburger coupons to those who return library materials. It is done in cooperation with a large fast-food chain, which also tends to benefit from the idea. Free coupons are given to those obtaining new library cards, returning materials on time, and to persons having library cards. For promotional purposes, the food chain also offers free hamburgers to children who fulfill the library's summer reading requirements. The common denominator is that both the library and the food chain are family oriented.

HANDOUT MATERIAL (60)

Free materials for library patrons include pamphlets, city maps, government documents, bibliographies, handbooks, newsletters, and bookmarks. There are many sources - government agencies, associations, and businesses. A catalog entitled "Sources of Free Teaching Materials" (58p., 1975, $3.95 pap.) is available from the author.

HEALTH CLUB (61)

Each Wednesday at noon the assembly room of a large public library becomes a health club. A group of 25 people, mostly women, meets for calisthenics.

HISTORICAL TOURS (62)

A common library service for children is that of conducting trips to historical sites. The children first read history and study maps showing county historical sites, and then visit locations on tour. Activities include story-telling, tombstone rubbings, crafts demonstrations, slide presentations, attic searches, and displays.

HOME-BOUND LIBRARY DELIVERY (63)

Service to handicapped persons unable to leave their homes is provided by some public libraries. Materials requested by telephone are delivered on an individual basis. In some cases books are mailed to patrons, or patrons are notified by telephone or postcard when books become available.

HOTLINE NUMBERS (64)

A hotline file in many libraries provides patrons with up-to-date telephone numbers to call on matters concerning such things as consumer complaints, pending legislation, runaway children, car models being recalled, changing the status of a Vietnam discharge, poison control, air pollution, rape, and other information available from the many national, state and local agencies.

INDEPENDENT COLLEGE STUDY (65)

Adults in certain areas of the country can enroll in library-sponsored independent learning programs. The courses lead to college credits and a degree. Called "On Your Own", the project is in cooperation with various state agencies and campuses. Its purpose is to encourage students to begin or continue an independent study course on a schedule of their own choosing.

INDEPENDENT LIBRARY STUDY (CLEP) (66)

Examinations under the College Level Examination Program (CLEP) provide students with an opportunity to receive up to two years of college credit. With the help of a grant, library facilities in one city are serving as centers for the independent study programs. Information about the program is disseminated by the library, along with reading lists and study guides. Special workshops and tutorial classes are held. Subjects include history, social sciences, mathematics, English composition, humanities, and the natural sciences. Faculty members from a nearby university participate in the program.

JIGSAW PUZZLE EXCHANGE (67)

Residents are asked to bring their used and forgotten puzzles to the library. Once the collection is established, borrowers then receive a puzzle each time they bring one in. The program is especially successful in retirement communities.

JOB INFORMATION CENTER (68)

This service is usually tied in with a special library collection of career information materials. It represents a clearinghouse for up-to-date information on job opportunities. Patrons are given help with resumes, civil service announcements, newspaper ads, employment service referrals, interviews, employment agencies, and various sources of job information. Those librarians having special interest and training in this area are usually responsible for developing the service.

JOB OPENING HOTLINE (69)

In one locality the library provides tape recorded telephone announcements of job vacancies in the area. It is a 24-hour service and the tapes are changed when necessary. The messages include the employer, job title, qualifications, salary, person to contact, and telephone number. It is done in cooperation with the State Employment Service.

JOINT LIBRARY FILM RENTAL (70)

A number of film rental companies make popular films available for library showing. To reduce the cost, several libraries may join together and circulate the film among themselves. Each pay a portion of the fee which covers perhaps a 15-day rental period. Hundreds of people are thus given the opportunity of viewing an outstanding movie free of charge. Cost to the library is no more than the price of a hardback book.

JURY SELECTION ROOM LIBRARY (71)

Prospective jurors in one county now have books to read while they wait to be selected. The local library converted this wasted time to reading time by placing in the County Jury Selection Room a book truck loaded with interesting books. Wherever people have long periods of waiting time, the library has an opportunity to provide a valuable service with its resources.

KITS FOR THE DEAF (72)

A sizable number of libraries now provide special kits of educational materials for circulation to families with hearing-impaired children. The kits contain nursery tales, picture books, pamphlets, musical instruments, dolls, and toys to develop manual dexterity, color and size recognition. Much of the material is designed for children from preschool to five years.

LANGUAGE BANK (73)

Blood banks, eye banks and bone banks are familiar services in the hospital field. Why not a language bank in the library? Members of a community frequently have need for someone to translate a letter or business document, teach a foreign language, or help them understand the language of a hospital patient. A directory or card file can be compiled listing the languages spoken by interested members of the community. In one small city the index lists persons who can translate 20 languages - from Arabic to Tagalog.

LARGE PRINT BOOKS (74)

LARGE TYPE BOOKS IN PRINT lists 45 American publishing houses producing books in 14 point type or larger. Titles number 2500. One public library makes available a large print catalog of over 1500 titles, arranged by subject.

LEGISLATION REPORTS (75)

Residents of one state can ring any of 150 libraries for status reports on bills in the state legislature.

LIBRARY AD IN YELLOW PAGES (76)

Advertising in the yellow pages of the phone book can be an effective method for advertising library services. The ad is especially helpful to newscomers in the community. It may describe information services, location, phone number, and even include a photo. If the library is known by several names, those different names are listed in the white pages.

LIBRARY BUSINESS CARD (77)

Opportunities are frequent for staff members to give a library business card to members of the community. An effective card will be colorful, distinctive, and have an adhesive backing so that it can be posted rather than filed or thrown away. The card will describe informational services, along with the names of certain staff members. It is another way of promoting use of the library.

LIBRARY COUPONS (78)

Newspaper coupons are now being used in the library field. Similar to a food coupon, the library coupon is exchanged for a free booklet, card, gadget, or service upon presentation at the library. It is a way of getting people into the library to show them the many resources and services available.

LIBRARY HISTORY (79)

Most libraries do not have published histories. Although they are the careful collectors of records and resources of all types, libraries are not always careful in the keeping of records of their own institutions. A worthwhile project is to at least collect materials needed for a history, and appoint someone to maintain and develop the collection. Records include old catalogs, pictures, newspaper files, photographs, scrapbooks, correspondence, charters, minutes of meetings, and previous histories. Local residents may have much to contribute. An up-to-date history is not only of permanent value to the collection, but it can also serve as a useful public relations tool.

LIBRARY MONEY (80)

This idea is one of using printed "library money" to pay elementary students for working in the school library. The money has author pictures on it and is given for chores performed by students during recesses and noon hours. A $5 bill is given for handling overdues; $20 for one full week of work; etc. At the end of the year the librarian holds an auction of donated books and the kids use library money to buy books. The objective, of course, is to stimulate interest in the library and in books.

LIBRARY NETWORK FOR INDUSTRIES (81)

Libraries in some areas are linked by a teleprinter network to provide information for industry. Participating industries purchase library network membership at a cost of from $1500 to $5000, depending on the range of desired services. It provides the worker on the job, wherever he may be, with telephone access to a wealth of technical information and research.

LIBRARY NEWSLETTER (82)

This can be an effective public relations tool covering an entire county. Some libraries publish their own newsletters and distribute them on a regular basis. Attempting to interest new users and acquaint the public with library services, the newsletter includes information on library activities, book reviews, consumer information, and community news events. Copies are distributed through stores, supermarkets, banks and places of business. Some libraries include them with the city water bills.

LIBRARY RADIO STATION (83)

Not many libraries have their own noncommercial radio stations. One that does, however, provides 14 hours of FM daily programming, seven days a week. The time is devoted to music, programs by local organizations engaged in the performing arts, community events, public announcements, documentaries, and news. Requiring a sizable grant from HEW, a project of this magnitude needs the full support and cooperation of city officials and civic organizations.

LIBRARY VALENTINES (84)

A rather new idea is to use valentines for the promotion of library services. The valentines are packed full of information about free services offered by the library and other municipal agencies. Free distribution of the valentines is done through banks, utility offices, and local businesses.

LOCAL WRITERS' DIRECTORY (85)

A worthwhile project for Friends of the Library is the compilation of a booklet listing local print-media people. Included are the profiles of writers, poets, journalists, publishers, photographers, and artists. Most communities have no directory of this type available.

MAGAZINE EXCHANGE (86)

A center for exchanging magazines has value for every community. Some libraries invite patrons to bring their magazines and exchange them for others. Not only does the service make for a greater sharing of subscriptions, but it also helps in the recycling of waste paper. Many people benefit from this free service.

MAGAZINES FROM POST OFFICE (87)

Some post offices have arrangements with local libraries to donate undeliverable magazines. This can be a useful source for completing library collections, for duplicates, and for cutting up to use in a picture file.

MAGNIFIED PRINT (88)

In addition to large-print books for the handicapped, there is available to libraries a closed-circuit TV system that magnifies printed material up to 40 times the size of the original.

MAKE-A-BOOK CLASS (89)

One of the most rewarding library projects for a child is to make his own hardcover book, complete from start to finish. Under the direction of a librarian, teacher and bookbinder, children are encouraged to write stories and poems. They are shown how words are put together, the various types of lettering, how to illustrate, and the different kinds of books in a library. The book is hand sewn, complete with signatures, end papers, spine, and cover. Children may even tape record their stories and present them on the local radio station.

MANAGEMENT BY PRINCIPLE OF EXCEPTION (90)

The idea of this principle is that library management is most effective when the administrator concentrates on significant exceptions to standard performance, rather than on performance which equals or closely approximates expected results. Policies, procedures, and methods are established for jobs. Then, only variations above and below the accepted standards require supervisory action. Management time is focused on deviations from standard performance. The result is better utilization of administrator time on professional matters only he can perform.

MASK-MAKING COURSE (91)

Find someone in the community who makes masks as a hobby. Set up a display of his homemade masks. Before Halloween, establish a mask-making course for children. The children can be shown how to mold plaster, paint the mask, and touch it up with horror effects. Natural curiosity will eventually lead the children to books. One New York library has a weekly class of 100 kids. The result has been an increase in children's membership of 300 per cent within a six-month period.

MEDICAL DOCUMENTARIES (92)

Documentaries on the latest medical technology are now videotaped for closed-circuit TV. Libraries in hospitals and medical centers become members of a network and receive 69 new videotaped programs every year. It is a way of beaming out to the medical world a concise picture of the latest advances. Subjects cover cancer research, heart transplants, acupuncture and surgery. Films can be kept as a permanent part of the medical library.

MERGING OF SCHOOL AND PUBLIC LIBRARIES (93)

In order to reduce costs and achieve greater utilization of facilities, some communities are consolidating library services into one facility. Rather than have separate libraries to serve the schools and public, the idea is to provide one well-staffed resource center in the community to serve patrons of all ages; from children to senior citizen. Economic and service advantages offered by joint facilities are many. The idea takes on meaning when adequate tax funds are no longer available.

METRIC CONVERTER BOOKMARK (94)

Public libraries in one county offer free metric converter bookmarks. It is a way of publicizing the fact that libraries will help with questions and answers about conversions.

MICRO-COMPUTERS (95)

Smaller and cheaper computers, the size of portable typewriters, are now available to libraries for approximately $800. Kits sell for $200. These computers are comparable in capacity and speed to IBM computers of the late 1950's that required huge rooms and were priced at hundreds of thousands of dollars. They are made possible because of microprocessors - silicon chips no more than a quarter of an inch square on which the equivalent of once-huge circuit boards can be implanted. Packaged computer programs are gradually becoming more available, so that librarians need not become programmers. Computers have great potential in libraries because of their ability to store information and cough it up on demand.

MICROFILM TRANSMISSION (96)

This system uses television technology to transmit images from a centrally located automated microfilm bank. By contacting a central library, from any part of the country, the scholar receives information via television that can be read directly from the screen, reproduced in microfilm, and converted to full-sized paper copies.

MICROFILMED CAREER PLANNING SERVICE (97)

Students at one university have access to national occupational information through microfilm. Each microfilm cartridge provides 2,000 pages of information about careers - kinds of jobs available, training, qualifications, salary, and current outlook. Photocopies of pages are available to students free of charge. Those librarians interested in developing a career education collection may want to order the catalog titled "Career Education Pamphlets: A Library of Free and Inexpensive Sources" ($3.95 from author).

MICROFRAGRANCE CATALOG (98)

Library cards in the cookbook files are treated with "microfragrance", a chemical that releases the aroma of the card's subject when scratched. By scratching the card under the subject "garlic", for example, the patron receives a strong whiff of the potent herb. Other scents include leather, cheese, carnation, pizza, and strawberry.

MULTIMEDIA "HAPPENING" (99)

An experiment in one public library involved a month of nonstop film showings, slide and tape presentations, recordings, photography displays, and other multimedia exhibits. The purpose was to stimulate community interest in all types of library resources. A special workshop was held following the "happening" to provide a forum for residents interested in filmmaking, tape recording, photography, etc.

MUSIC PRACTICE ROOMS (100)

One library has opened piano and organ practice rooms. The rooms are soundproof and located in a remote section of the library. Rooms are reserved for limited periods of time.

NEWS EVENT DISPLAY (101)

Every week the librarian in one small town selects a major news event, posts various newspaper and magazine clippings about the event, and builds a book display of library resources pertaining to the subject. Posters and pictures help to encourage further reading and study about the issue.

NEWSPAPER FRONT PAGE REPRODUCTION (102)

What happened the day you were born? How about the day you were married? Or the days your kids were born? Or any other big day in your life? To answer these questions for patrons, some libraries offer a full-sized Xerographic reproduction of the front page of a newspaper, such as the NEW YORK TIMES or NEW YORK HERALD TRIBUNE. The normal charge is $1.00. Small libraries without equipment to provide this service can have it done through the Xerox Corporation (Xerox Reproduction Center, 160 N. Franklin St., Chicago, Ill. 60606). A Xerox 1824 printer makes the copy from a microfilm card.

NO-FINE CHILDREN BOOKS (103)

Some libraries have discontinued the practice of charging fines on children's materials. In certain localities, librarians find the practice of charging fines to be unnecessary and harmful. Other means of control are utilized.

NO-FINE POLICY FOR SENIOR CITIZENS (104)

In most areas of the country senior citizens are given special discounts by local businesses. Reduced prices are given to people 65 years of age and over on prescriptions, movies, bus transportation, etc. Libraries are now joining the trend by establishing the policy of no longer charging fines for overdue materials.

NURSING HOME LIBRARY (105)

Library service to nursing and convalescent homes is provided by some public libraries. The philosophy is that it is the duty of the public library to see to it that everyone in the community gets reading materials regardless of age, race or condition. Nursing homes pay taxes supporting public libraries, and their patients have paid taxes throughout their working lives. Large print books of regular size account for most of the books circulated. Patients enjoy travel books, religious books, mysteries, westerns, biographies, and books about animals.

OPEN-BIN PICTURE FILE (106)

A number of libraries store their pictures, posters, and charts in open bins. Patrons can easily browse through the collection and quickly find any item wanted. There are special bins for "give-away" pictures, taken from discarded magazines. The system is simple and convenient for children as well as adults. A pamphlet entitled "The Library Picture File" (12p., 1972, $1.00) describes the system and may be obtained from the author.

OPEN-VIEW PAMPHLET VERTICAL FILE (107)

Self-serve pamphlet vertical file collections are now available in many libraries. A simple cataloging system makes for reduced costs and for quick retrieval of any pamphlet. A special rack houses all types of soft-cover documents, monographs, bulletins, reports, circulars, brochures, catalogs, leaflets, maps, and special issues of magazines. More information on the "Sha-Frame Pamphlet System" can be obtained by writing the author.

ORAL HISTORY (108)

Many libraries throughout the country have oral history programs. Cassette tapes are used to record interviews with persons whose reminiscences can make a significant contribution to the library's history resources. For example, in the South interviews are conducted to seek information on black history from the Depression to the present. In the West, interviews are held with persons who have contributed significantly to development of the West; descriptions of folkways of the early settlers. Other librarians are adding to local histories in the same way.

PACKAGE TOURS (109)

In cooperation with a travel agency, and at no cost to the library, arrangements can be made for package tours to Switzerland, Austria, Israel, and the British Isles. At least 15 reservations must be made in order for the tour to operate. Arrangements by patrons are made directly with the travel agency. The service provides community residents with an opportunity to receive lower air fares under the group inclusion tour rates.

PACKAGED DISPLAYS (110)

Bulletin board displays are circulated to all libraries in one large system. Displays can be checked out for two-month periods, and the bookmobile makes deliveries. Many of the displays are for public relations purposes and include calendars of events, display ideas, newspaper and radio releases, etc.

PAPERBACK BOOKMOBILES (111)

One county library system has converted its bookmobiles to paperbound book collections. The books are arranged in a browsing arrangement and there is no overdue book fine. Results show a marked increase in circulation. Not only are paperbacks less costly, but they are also very popular with readers.

PARTICIPATIVE MANAGEMENT (112)

This is an effort to give all library employees a voice in administration of the library. Its value is in the making of broad decisions which require substantial staff input - management areas such as long range planning; evaluation of programs, procedures, and policies; setting of goals and priorities; and when there is a wide divergence of opinion among staff members. Tools used in participatory management include committees, interviews, hearings, surveys, the suggestion box, and questionnaires.

PATRON RECOMMENDATION FORM (113)

Many librarians encourage patrons to make suggestions for improving the library. A pad of paper is located at the front desk where patrons may recommend books for purchase, comment on policies, recommend changes, complain, or ask questions about library operations. It is up to the patron whether or not he wishes to sign his name.

PEELABLE RETURN MAILING LABEL (114)

Sources of free materials often request that a return mailing label be enclosed. One way of reducing postage costs is to use a postcard with the peelable return mailing label attached. The practice eliminates both letter writing and envelopes. The cards are available from the Ever Ready Label Corp., 357 Cortlandt St., Belleville, N.J. 07109.

PHOTO-CHROMIC-MICRO-IMAGE (115)

The PCMI system, developed by the National Cash Register Co., is a process of micro-image reduction. For example, the complete King James Bible consisting of 1,245 pages (773,746 words) is reproduced on a film chip less than two inches square. The image reduction is 62,500 to 1, and can be read through a special reader having 100x power. NCR makes available library collections of book titles, along with catalog cards and machines for viewing.

PHOTOCOPIES BY MAIL (116)

A university library will mail copies of journal and periodical articles to students who call in the full citation of the article. Anyone having a university account number can use this service. The article is in the mail within 24 hours of the call. A five-cent per page copying charge is billed to the caller's account number. The caller's message is recorded any hour of the day or night. It is another way of allowing greater access to periodical materials, while reducing the time and cost of going to the library.

POSTAGE METER SLOGAN (117)

Some libraries add a library message to their postage meters. A contest may be held to select the best slogan. The winner receives a free dinner.

PRE-SCHOOL LIBRARY (118)

When a child borrows a book about Peter Rabbit, one library offers a live rabbit along with the book. The objective is to offer a total learning package. Pre-school children can play with or borrow small animals, games, puzzles and cassette recorders and projectors that tell them their favorite stories. The library becomes a place where children can make a little noise and have fun.

PRISON BRAILLISTS (119)

The Volunteer Service Unit of one large public library is training life-term prisoners to do Brailling. Once a week the coordinator of volunteer services at the library visits the prison to provide training.

PROFESSIONAL LIBRARIAN STATUS VIA JOB EXPERIENCE (120)

More than an idea, the practice of giving nonprofessional staff members a chance to earn professional status seems to be a trend. Nonprofessionals in some libraries now receive credit for on-the-job experience, and can compete for professional openings. Theoretically, they can work their way to graduate librarian status. In one large library, three years on the job counts for one year of academic work; 12 years amounts to a college degree; and an additional five years equals a graduate library degree.

READING EQUIPMENT (121)

An Ohio library promotes reading for the handicapped. For example, a bedridden patient continues to enjoy a lifetime habit of reading with the use of a projector borrowed from the library. The projector flashes microfilmed pages on the ceiling.

REDUCING COST OF LIVING (122)

Every library has many resources offering suggestions for saving money. One library prepared an information sheet advising consumers of the many ways to cut costs through use of the library. Included were do-it-yourself books, free film viewing, use of the library's periodical subscriptions, resources on wise-buying practices, and the many pamphlets on home heating, insulation, and energy-saving techniques.

RETARDED CHILDREN'S TOY LIBRARY (123)

A library of 100 toys for mentally retarded children can be started for $1500. In addition, the collection can include audio-visual materials and a shelf of books. The toys are simple and many are made especially for use by the retarded. The "Feeley Meely" toy, for example, is a box with a hole on each side into which a child reaches to feel objects placed inside. It can be used to sharpen the sense of touch by teaching the difference between round and square, or hard and soft. Many parents cannot afford suitable toys because of the high medical bills. Thus, they must do without the toys needed to help their retarded children. The library can perform a valuable service by checking out toys for home use and having an evaluation card to indicate how the child likes the toy.

RETIREMENT PLANNING WORKSHOP (124)

This library workshop is offered as a public service to help community leaders and employers become better acquainted with the various services, programs and materials available to assist employees who are nearing retirement. The program includes talks by leading authorities in the field, audio-visual presentations, and group participation. It is a way of helping people with the planning necessary to make retirement years rewarding.

ROTATING STAFF (125)

This idea has been tried in college libraries throughout one particular county. Staff members work in various libraries to become acquainted with the many resources and services available. The practice also makes for better communication among libraries and a greater sharing of ideas. Public libraries may find the practice equally beneficial.

SALE OF PAMPHLETS (126)

Some libraries purchase multiple copies of selected pamphlets and offer them for resale to the public. The booklets are inexpensive and usually take the form of practical handbooks on gardening, sewing, home canning, etc. It amounts to a nonprofit service of acquainting patrons with useful material and getting it into their hands. For ideas, write for the free catalog "List of Available Publications of the U.S. Dept. of Agriculture" (U.S. Dept. of Agriculture, Publications Div., Office of Communication, Washington, D.C. 20250). Single copies of publications are free to state and public libraries (limit of 100 to educational institutions). Examples: "Nutritive Value of Foods", "Home Canning of Fruits and Vegetables", "How to Make Jellies, Jams, and Preserves at Home", "Food Guide for Older Folks", "Home Heating" and hundreds of other practical pamphlets.

SCHOOL REPORT BIBLIOGRAPHIES (127)

The task of helping students write school reports is simplified considerably through the use of printed bibliographies. Many topics are perennial and written about repeatedly. Brief listings of selected library resources covering those topics can save time for both the student and the librarian. The two or three-page bibliographies also contain brief instructions on the use of periodical indexes and basic reference volumes.

SERVICE FOR THE DEAF (128)

One state offers a special 24-hour toll-free service for the deaf community. The (800) number puts callers in touch with the major resource center.

SERVICE TO MIGRANT LABOR CAMPS (129)

A professionally trained African dance troupe, sponsored by a public library, tours the state in a van. Besides providing bookmobile service to migrant labor camps, the library offers Spanish-speaking laborers instruction in "survival English", including a vocabulary for arranging car repairs.

SHOEBOX SCIENCE KITS (130)

Science kits for elementary children can be purchased or created by the librarian. Shoeboxes, brightly colored, are inexpensive containers for housing all the ingredients necessary for the science project. Ordinary household articles may be used to conduct experiments on heat, forces, electricity, gases, optics, magnetism, and sound. As a starter, the American Gas Association will provide a free kit on natural gas. Libraries usually circulate one kit per child for a loan period of one week. There is no fee or fine.

SIDEWALK DAYS (131)

The book sale is a money-making proposition for many libraries. Donated and withdrawn books are sold, and new books are given away as prizes. Drawings may be held, but winners must have a library card. As a result, many new cards are issued during registration for the drawing.

SOCIAL PROBLEMS COURSE (132)

The NEW YORK TIMES provides a series of ten cassette-tape programs entitled "Keeping Up With the Times". The programs discuss major political issues, cultural trends and social problems, and are available to libraries and schools.

SOIL TESTING PACKET (133)

In the libraries of one county system patrons can obtain a free soil sample box, along with an instruction sheet on how to have their garden soil tested by mail. The service is part of a special display of gardening materials. In some cases the library will run a gardening series by specialists from the Cooperative Extension Service. Topics include planning, planting, fertilization, soil preparation, insects, diseases, harvesting, and landscape design.

STORYTELLING FESTIVAL (134)

With some libraries, the storytelling festival is an annual affair. It is an all-day event and held at a different location every year. Activities include such things as Latvian folk dances, African storytelling, and how to tie a turban. The objective is to involve the many cultures within the community, and invite groups, individuals and representatives of as many nationalities as possible. Visitors have the opportunity to check out paperbacks and register for library cards. The event is a way of showing the public that the library belongs to all the people.

SUGGESTION BOX (135)

Suggestion systems are big business in industry. According to the National Association of Suggestion Systems, 1.5 million suggestions were turned in nationwide last year. The average bonus for suggestions was $111, with the average corporate return being $638. Total first-year savings to employers were estimated at $381 million, of which ingenious workers got $34 million. About one in three ideas is ultimately implemented. One General Motors employee has earned $102,000 over the last 11 years with his new ideas. In 1974, the Boeing Company's staff of 10 full-time suggestion-reviewers handled 20,400 ideas from 8,500 workers. Boeing saved $7 million and the workers got $600,000 in awards. Why not greater promotion of the suggestion system to get library workers to think creatively? It may take the form of contests, campaigns, gimmicks, or contract-like arrangements.

TAPE RECORDED BOOK REVIEWS (136)

Children at school or in the library can decide which books they want to read by listening to tape recorded reviews of children's books. The reviews are read by a librarian, novelist, or teacher.

TAX FORMS (137)

During income tax time, libraries can help patrons by providing free copies of the various tax schedules. Multiple copies of the federal forms can be obtained from the Internal Revenue Service; other forms from State and local officials. Free copies of manuals titled "Your Federal Income Tax" (pub. no. 17) and "Tax Guide for Small Business" (pub. no. 334) can also be provided.

TELEPHONE ANSWERING SERVICE (138)

During hours a library is closed, a telephone answering device can be used to reserve books, leave messages, and provide basic information on library hours and services. The device can be rented or purchased and hooked up to the main telephone number. It is a way of keeping communication lines open to the library on a 24-hour basis.

TELEPHONE RESEARCH (139)

One large library in the state provides a room set up with a collect telephone to which any library in the state may call. The staff tries to answer any reference question posed. If it cannot, then telephone calls to other sources are made. The purpose is to reduce the amount of time it requires to locate information. All calls are channeled through libraries.

TOOL-LENDING POOL (140)

Tool lending was originally established by Rotarians during the shortages of World War II. Now, power tools can be borrowed from some public libraries for three days; hand tools for a week. Included are tachometers, strobe lights, and various items for automobile tuneups.

TOUCH AND SMALL GARDEN (141)

A unique feature of one public library is its garden for the blind. The garden is specially built so that handicapped people can negotiate on foot or in wheelchairs and easily read the large-print identifications. Included are many flowers, plants, and shrubs for the blind to touch and smell. Talking books, tapes, and large-print materials are available for the person seeking additional information.

TOY LIBRARY (142)

For a small fee, playthings (hand puppets, toy workbenches, an abacus, magnets, drums, tambourines, etc.) can be borrowed and returned when children become tired of them. The collection of 150 selected toys is suited to children ages two to seven. Learn-through-play is a valid and rewarding technique for letting children educate themselves. Many toys on the market are not stimulating and those that are stimulating are too expensive for the poorer children. The librarian gives advice to parents on the right kind of toys to buy for their children. The fee for a plaything is from six to 12 cents. A 60-cent charge enrolls all the children of a family. Money received is used to purchase more toys.

TRAINING WORKSHOP (143)

One library system recruits staff members by offering 12 college students an eight-week summer workshop. The students are given public library training and paid $100 per week during the workshop.

TRAVEL HOTLINE (144)

This service provides state-wide fishing reports, boating information, special events, skiing conditions, and other recreational and travel information.

TV FOOTBALL (145)

During football season in Washington D.C., fans of the Washington Redskins are invited to gather Sunday afternoons to watch games on the library's color television.

ULTRAMICROFICHE (146)

The ultra-microfilm process permits compression of 600-page volumes on a single four by six-inch film card. Encyclopedia Britannica offers, for example, a 20,000 title ultra-microfiche series called "The Library of American Civilization, Beginnings to 1914". It fits into six small trays that take up the space of a card table. The volumes are completely cataloged with thorough bibliographic tools designed for academic use. The entire series is 1,000,000 volumes, with 20,000 titles in each collection.

VIDEOCASSETTES (147)

Videocassettes, as a new system of delivering information, will be used increasingly by librarians. Companies involved in this equipment include 3M, MGA Division of Mitsubishi International Corp., National Talent Service, Learning Corporation of America, Sony, and Pro-Video Canada Projects. Long-term leasing of videocassette libraries will soon be available.

VIDEODISCS (148)

Videodiscs are much like phonograph records, except that they play films through the TV set. The video machine attaches to any TV set and is simple to operate. MCA Discovision is producing the system and will sell it through Magnavox outlets. Price of the machine is about $500, and the videodiscs will sell for prices from $5 to $10 each. Libraries will soon be loaning movies such as "Jaws", "The Sting", "Airport", and many "how-to" films on videodiscs.

VOLUNTEERS (149)

Many libraries use volunteer workers from the community. While developing a library collection for a new community college, the author utilized the help of 36 volunteers. The savings was considerable and many of the volunteers continued to serve for years. Ages of volunteers ranged from 16 to 80.

VOTING IN BRAILLE (150)

Because of the efforts of one library, blind people were able to vote like everyone else in the last general election. Voting machines were fitted with Braille strips indicating the candidate, office, amendments, and party levies. Blind people had the opportunity of attending workshops in advance of the election to learn how to use the machines unassisted. Most sighted voters never noticed the Braille.

WATCH-A-BOOK-REVIEW (151)

Some libraries have experimented with audio-visual presentations of book reviews. A script is written, slides of pictures and the bookcover are produced, and a 10-minute tape is made. A slide projector and tape player combine to offer a self-serve book review presentation for the patron. There must, of course, be sufficient usage to justify the cost involved.

WINE-MAKING WORKSHOP (152)

One branch library provides a wine-making workshop conducted by the owner of a wine-making shop. The workshop covers the complete instructions on how to make wine, the different types of wine, supplies and equipment needed, and proper storage. A small fee is charged.

WIRE SERVICE (153)

In the lobby of one public library you will see people watching the latest headline news from wire service dispatches. It is a common gathering place for office workers during lunch time.

WORK AT HOME (154)

Work on certain types of library projects can be accomplished by employees more efficiently at home than in the library. Often, more work can be accomplished in a quiet atmosphere than in the phone-jangling, generally more stressful atmosphere of the office. Creative people, such as painters, authors, sculptors, architects and photographers, traditionally work at home. Many corporations are following this policy to achieve greater efficiency. A group project, such as four librarians getting together to publish a library policy or public relations booklet, may be accomplished faster and more creatively in a homelike atmosphere.

WORLD'S BIGGEST BOOK (155)

Some libraries are known for their specialized collections. A school library in Edinburgh, Scotland is known for having the world's largest book. Measuring 7 feet 2 inches high and 10 feet across, the giant book's pages contain 64 verses of "The Little Red Elf". Children are fascinated by such novelty items.

ZODIAC BOOKMARKS (156)

Millions of people are interested in horoscopes and their Zodiac signs. One librarian has taken advantage of this interest by creating bookmarks indicating each of the 12 signs, character analyses, and a listing of recommended books appropriate for the characteristics of the signs. The idea promotes reading.